



MMDC II

MMDC II 1/27 1



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- **Agenda**

- MMDC II Overview
 - » objectives & scope
 - » structure
- Timing & Follow-up



Tie-in To People Advantage

- **Vision**

- marketing driven superior business results through a people advantage which has been enhanced by a commitment to world class training & development

- **MMDC**

- a learning process/program series



- **Initiatives in 1996**

- MMDC I - coaching & performance management
- Marketing Technical Competencies roll-out
- Marketing Conference
- 360 Feedback
- Lunch 'n Learn - development & compensation
- Brown Bag

- **Initiatives Planned for 1997**

- *MMDC II - marketing information*
- Marketing Club
- MMDC III - advertising



**Far better an approximate answer
to the right question, which is often
vague, than an exact answer to the
wrong question, which can always
be made precise.**

**John Tukey
Statistician**

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- **Sponsors:**

- Dave Beran
- Roy Anise

- **Core Team**

- Nancy Conrad
- Pascal Fernandez
- Mike Fitzgibbon
- Julie Greene
- Melinda Maggio
- Michelle Marcisak
- Sonya Rush
- Arun Sinha
- Daphne Woolfolk



Objectives:

- Provide common understanding about marketing information
 - » Next Level (Capable/Proficient)
 - » Importance of information

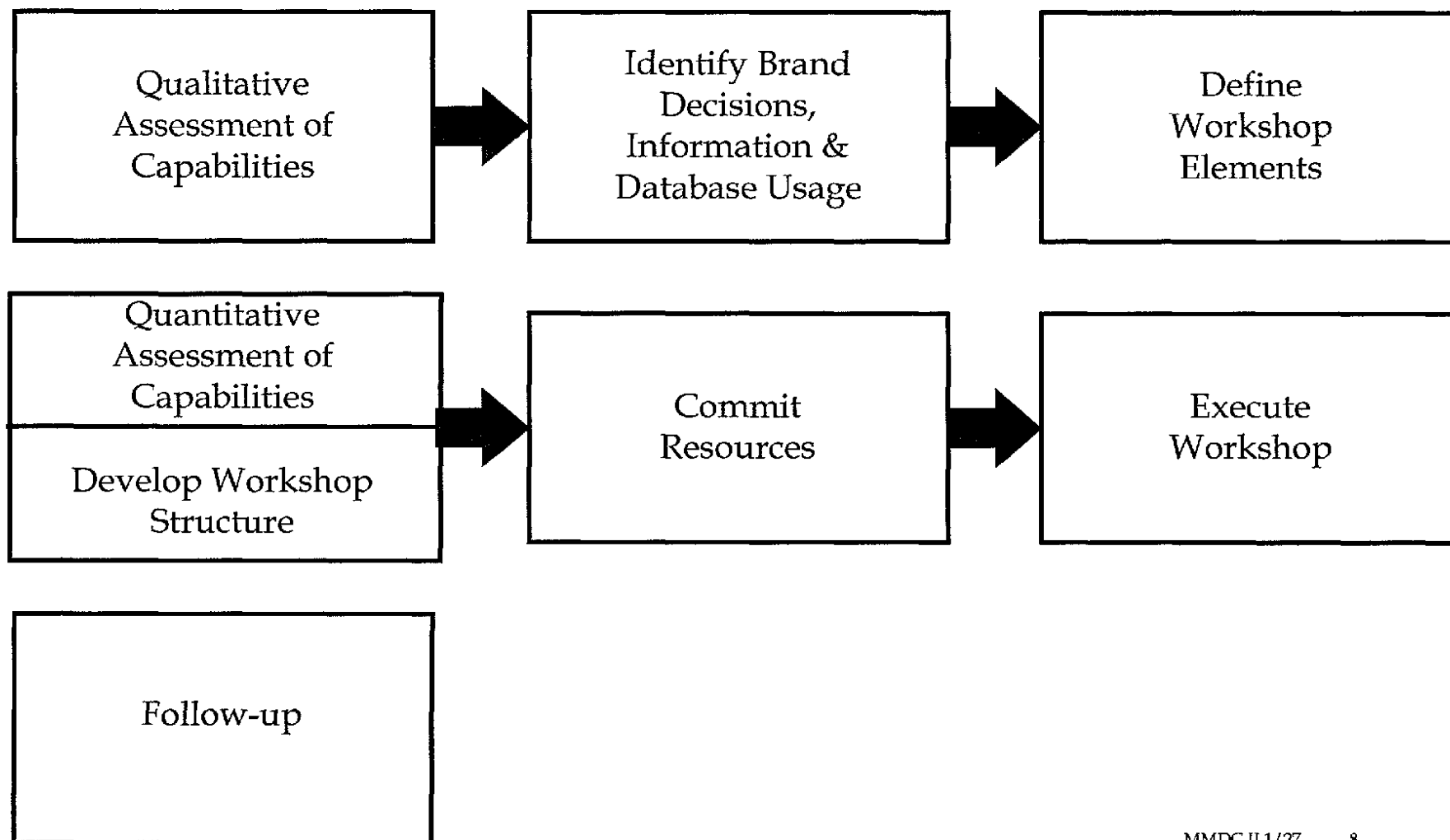
Tactics

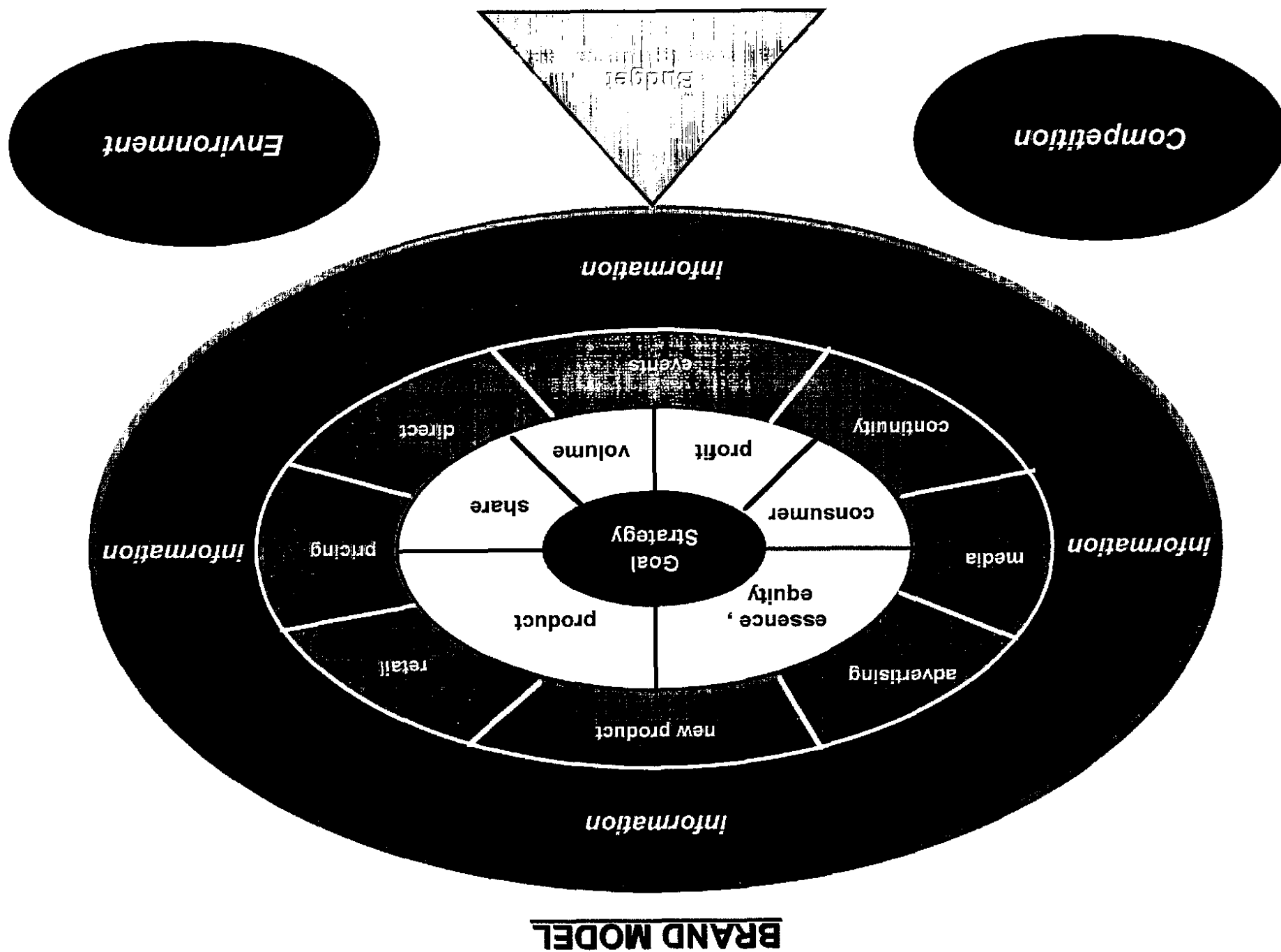
- » Data and Databases
- » Common Language
- » Critical things to know
- » Strategic thinking partners

Desired Outcomes

- » Form hypotheses/business context
- » Greater insight regarding business
- » Recommendations/Solutions to business

MMDC II - Core Team's Approach







Workshop Structure

- **Learnings from last MMDC (Coaching & Performance Mgt.)**
 - » Participative vs. Lecture
 - » Learning Experience
 - » Ownership

- **MMDC II**
 - » Fun/Engaging Learning Experience
 - » Incorporate Successes from last MMDC
 - » Two Phases
 - Follow-up
 - Coaching
 - » Varied Levels of Capabilities



MMDC II Workshop Structure

● Phase I

- Participants: Brand Managers & Directors (16)
- Facilitators: Brand Vice Presidents
- Coaches: Core Team Members
- Timing: Mid-March

● Phase II

- Participants: Associate Brand Managers, Assistant Brand Managers & Brand Assistants (40)
- Facilitators: Brand Managers
- Coaches: Brand Vice Presidents (Sponsors....)
- Timing: April



Workshop Structure

- **Workshop Framework**
 - » Work in progress
- **Core team members working with VPs**
 - » Individual Section
-
- **Identification of Speaker**



MMDC II Phase I - Day 1

- | | |
|---|---------------------------|
| ● Workshop Theme & Objective | Bob Mikulay |
| ● Workshop Plan & Overview | Dave Beran, Roy Anise |
| ● Socratic Forum - Key Learning Points | Dave Beran, Suzanne LeVan |
| ● M&SI Vision | Carolyn Levy (TBC) |
| ● Curiosity Question - Breakout Discussions | Nancy Lund |
| ● Jeopardy | Roy Anise |
| ● Close | Suzanne LeVan |

MMDC II Phase I - Day 2

- Four Case Studies

Roy Anise

- tobacco industry topics
- BA on site

- Commitment to Learning

VPs

- how to make information based decision making a priority
- how to coach & develop
- maintain continuous improvement

- Speakers at Dinner

- Kathryn Harrigan - Columbia Business School
- Orit Gadiesh - Bain
- Michael Porter - Harvard Business School